

‘RIGHT’ based approach to ‘Swachh Bharat’ campaign

An additional intervention for wider reach and to strengthen the campaign



OBJECTIVE

APPROACH

VOLUNTEER

Mr. Modi's charm and media support is helping involve people from all quarters of the society in volunteering for 'Swachh Bharat' campaign.

PENALIZE

Imposing penalties on the defaulters is/will help in ensuring that the damage gets limited. Authorities will be proactive in imposing fines on defaulters

This paper's focus area

CITIZEN'S RIGHT

Duty of the citizen ends where authorities need to take over. Ask citizens to do their duty and give them the right to have an answerable authority

Objective

Looking closer

Viewed as true homage to Mahatma and has a timeline attached – 2nd Oct 2019, **Swachh Bharat Abhiyan** has garnered huge attention from different quarters of society already.

When we look carefully, the objective of this mission is not merely ‘reach the destination’ kind but is of ‘change the way’ in nature. So here is a **proposed framework** that will effectively involve authorities and citizens alike and make this change a part of our culture.

In India of the present day, hygiene and cleanliness comes at a premium. Interventions to communicate that ‘Cleanliness is everyone’s **duty and a right**’ is the need of the hour.

In plain words, there could have been dust bins in public places, well maintained public toilets long ago. But that did not happen to the extent needed. As a consequence, now many are used to littering the roads and urinating in the open. We need to reverse many things. Not just that, we have many broken threads. Like some departments in municipal corporations collecting garbage and emptying that into water bodies, then we have medical agencies dealing with epidemics caused due to polluted water, then departments that are involved in cleaning the water bodies – which makes evident the lack of coactions. This paper recommends –

1. Give citizens **THE RIGHT** to cleaner surroundings
2. Get the govt. departments **WORK TOGETHER** for better results

Waste collection is poor

Is every household being covered for garbage collection? – **No!**

Poor disposal practices by authorities

Is collected waste being properly disposed? – **No!**

Open dump yards and unprocessed waste

Is there an attempt to process all the waste? – **No!**

Garbage dumping into water bodies

Are the water bodies being spared from garbage dumping? – **No!**

Partially treated or completely untreated sewage runs in to lakes

Is the sewage treatment capacity equal to demand? – **No!**

Consequences of the above

- Water bodies breed disease causing species
- Unhygienic localities
- Untidy cities and deformed tourist spots – loss of revenue due to poor tourist retention
- Higher rates of seasonal diseases – malaria, dengue, chikungunya etc
- Higher financial burden on public healthcare system

Root cause

Looking for where we lost it

- **Inadequate infrastructure** (number of garbage collection vans per city/ward)
- **Poorly leveraged municipality facilities**
- **Lack of audit** (much happens on paper than in reality)
- **Absence of national framework**, poorly implemented acts
- **Highly disintegrated behavior of various govt. authorities**
 - Cleaner and greener cities, towns and villages – more or the less – can be considered as common area of interest for – Municipal department, Tourism department, Health department, Pollution control board, and Highways authorities

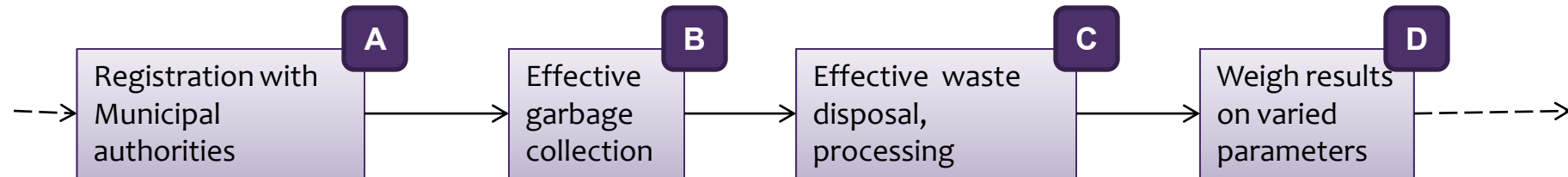
Solution proposed

Looking things the right way

- **Volunteering** – Already in place and good results are evident
- **Penalizing** – Have been effective to good extent
- **Right based approach** –
 - Give every individual, and commercial firm the **right to clean surroundings**
 - Provision to **register with municipal authorities** for free (or with nominal fee) to get their garbage collected
 - **Right to question** the authorities at every phase (registration, garbage collection, disposal/waste processing)
 - **National standard and local action** (one framework for the entire nation and duties defined at micro level)
 - **Regular audit** by independent firms and performance based payment to involved parties

Solution proposed

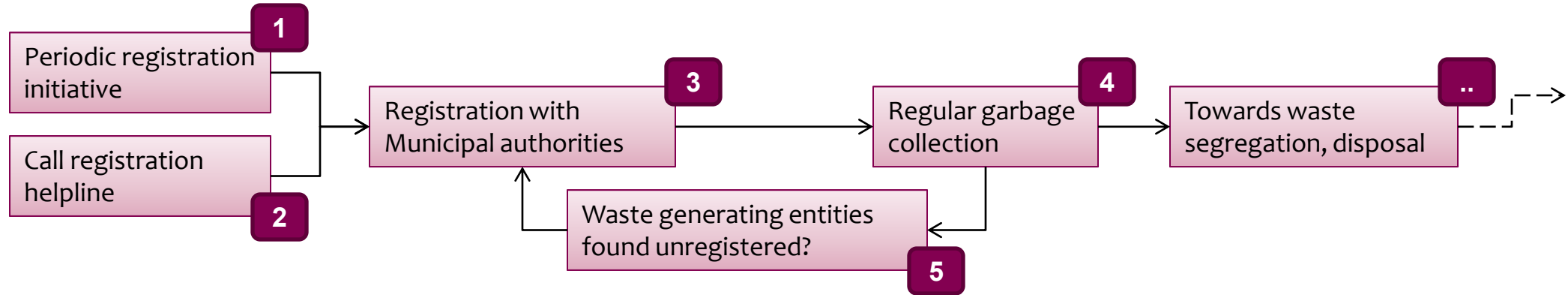
Right based approach (1)



- It is everybody's right to get their garbage collected effectively
- Who is everybody here?
 - Households
 - Commercial entities
 - Public places
- How can they start to use their right?
 - By registering free of cost with municipal authorities who visits them
- Why registration?
 - To get categorized and get served accordingly, for capacity planning
 - You/your firm will have an identity that helps in filing grievances when not served
 - Authorities know your needs and will create a solution

Solution proposed

Right based approach (2)

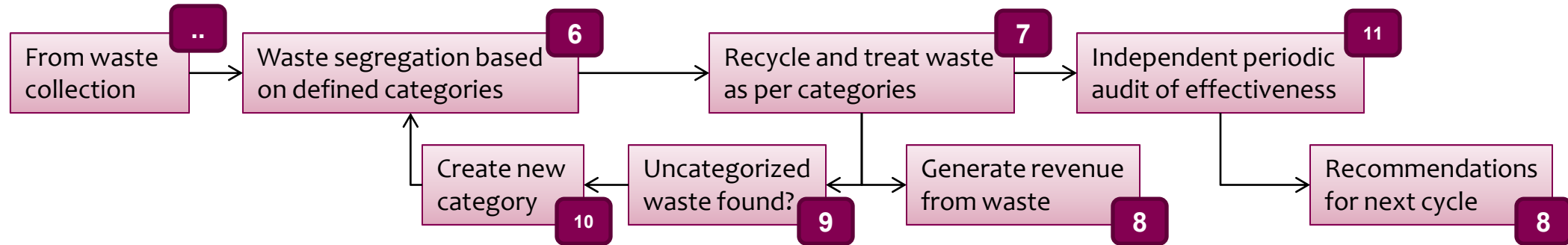


→ **REGISTRATION** (Process to do it)

- Municipal authorities visit domestic households, private firms, public offices and collect the following information and necessary payment
 - **Category** (Domestic, Small business, Medium business, Large business, Public office)
 - **Nature of waste** (Domestic wet and dry waste, Stationery, Electronic, Toxic, Construction & demolition, Food waste, Clinical waste, Industrial, Agricultural)
 - **Frequency of collection**
 - **Payment** – Only large scale commercial ventures exceeding a certain business value and generating considerable waste have to be billed. Households and small businesses need to be encouraged and so have to be served free of cost.
- Public places like bus stations, rail stations and parks must also be covered and the onus is on the resident officers to get the service

Solution proposed

Right based approach (3)



→ **COLLECTION AND SEGREGATION** (Process to do it)

- Imparting education to citizens and enough infrastructure must be in place so that most of the waste collection is done in a segregated form and particular frequency.
- Each locality, town or city must have facilities in place to segregate (if not yet done) and process or recycle waste as per individual categories.
- Plastic waste can be recycled to make dustbins. Organic waste for manure creation.
- If there is a new type of waste, a new category must be registered and the process to recycle or process it must be found in stipulated time.
- Recycled waste can be used for generating revenue where possible . Eg : Paper

→ **AUDIT** (Process to do it)

- At the beginning of every cycle, a data and media snapshot of key areas has to be collected. Objectives have to be set up and handed over to an agency
- At the end of cycle, evaluation should be done against objectives using metrics. Payments and incentives should be paid as per the effectiveness and performance only.
- Audit also needs to give necessary recommendations for changes in the whole process.

Summary

What is so different with this approach?

There is a lot of effort already in place to attain the goal of **Swachh Bharat**. As a matter of fact, this problem is **multidimensional** and needs tackling from varied directions.

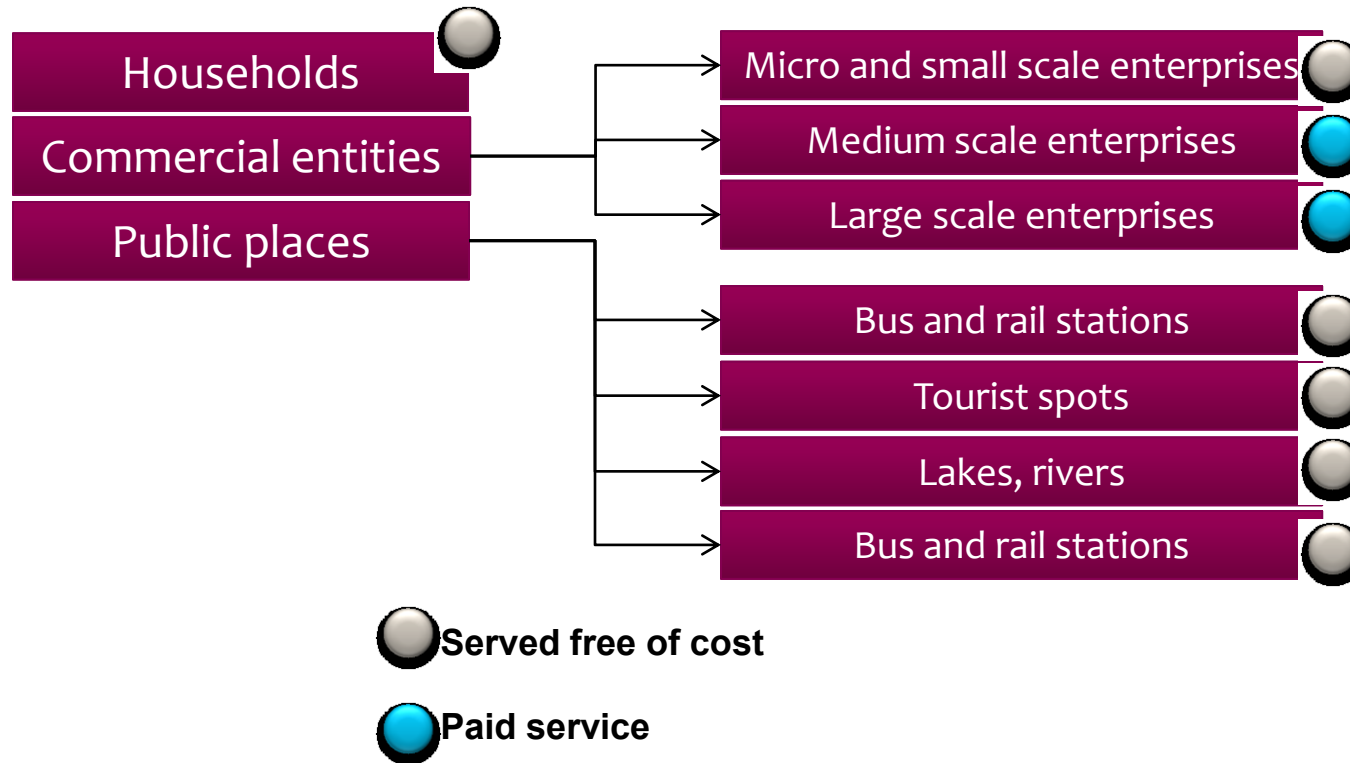
This paper considers all the existing activities in the campaign 'effective' and add a new tool '**RIGHT TO CLEANER SURROUNDINGS**' to make the campaign '**more effective**'.

Further, for greater and quicker results we suggest that one body must be constituted that has representatives from different govt. agencies work together.

Appendix A

Categories that are served








—The following categories are direct beneficiaries of waste collection. To better pursue the objective, few categories are served free of cost. The rest are made to comply by the act of law. However commercial entities can choose not to register for waste disposal with govt. authorities if they have in-house methods to recycle all of their waste and satisfy the objective.




Appendix B

Categories of waste

- The following categories of waste collected from different sources. They can be either collected in a segregated manner at source or at various facilities built by authorities.
- While some kinds of waste is collected free of cost, others are chargeable to contain the rate of waste generation and also to cover up for high costs of recycling such waste.

Demolition and construction waste	
Clinical	
Industrial (chemical)	
Industrial (electronic)	
House hold food waste	
House hold electronic waste	
Biodegradable waste	

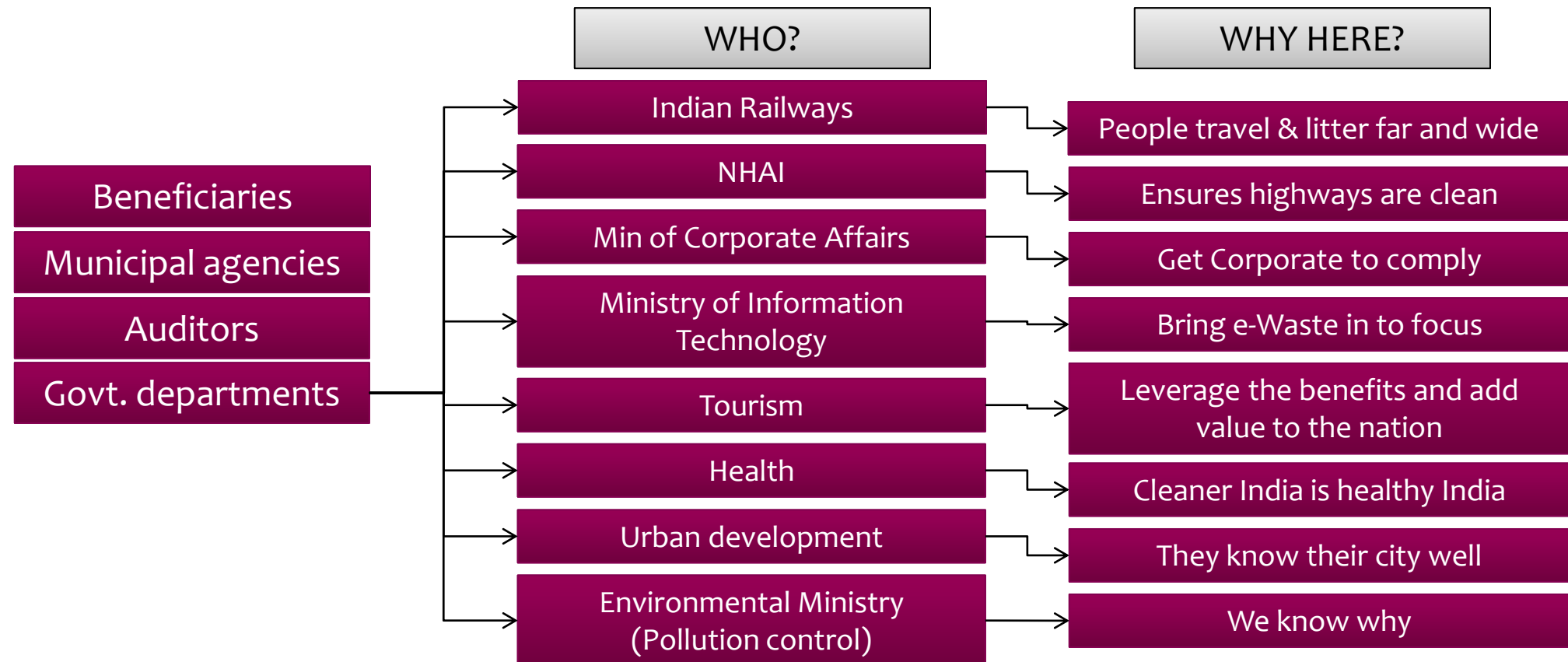
 Collected free of cost

 Paid service

Appendix C

Key players

— This paper tries to highlight that most govt. departments work in a highly disintegrated manner leading to leaks. To eliminate this root cause, we get one representative from each of the govt. departments to involve in every stage of implementing this frame work.



Thankyou!

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